

Bay Area Region

Alameda, Contra Costa, Marin, San Mateo, and Santa Clara Counties



REGIONAL LEAD AGENCIES

California Project LEAN

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5 a Day-Power Play! Campaign

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ALAMEDA COUNTY COMMUNITY FOOD BANK*Food Security Special Project***Jessica Bartholow**

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Grant Amount:

\$40,000

Year First Funded:

FFY 2002

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (10%); African American (15%); Latino (50%); Native American; Pacific Islander (10%); Caucasian (10%); Farsi-speaking population (5%)
- Language: Spanish, Vietnamese, Cantonese, Khmer, Mandarin, English, Farsi

Settings

Community Center; Clinic; School; Farmers' Market; Faith Organization; Food Bank; food pantries; shelters; soup kitchens

Partners

350 partners from: School Food Service; University of California Cooperative Extension; Local Department of Social Services; 350 CBOs serving low income families; WIC; HeadStart

Description

Goals of the project include: educating and involving community organizations that work with low-income households in promoting healthy eating habits and public nutrition programs in Alameda County; educating low-income households seeking emergency food assistance about healthy eating habits and public nutrition programs in Alameda County; and, improving public and community nutrition assistance programs in Alameda County.

The project plans to establish a Nutrition Outreach Committee; development of an inventory of current food stamp and nutrition-related activities being carried out by area CBOs; and, development of an outreach plan to distribute materials to targeted low-income families.

This agency will also utilize the Alameda County Food Bank's Hunger Hotline to provide one-on-one assistance to approximately 250 families per month when applying for nutrition assistance programs.

The project will also develop a strong follow-up evaluation system where 100 Hunger Hotline clients who have received support from the project when applying for nutrition assistance programs (particularly food stamps) will be randomly surveyed twice to determine outcomes and success. Findings will then be distributed to the Nutrition Outreach Committee and the Alameda County Social Services Agency and appropriate elected officials. Based on the distribution and discussion of the report, the project will hold meetings with key officials to request action regarding barriers that are specific to Alameda County or certain cities and school districts within it.

ALAMEDA COUNTY DEPARTMENT OF EDUCATION/OAKLAND YWCA*Physical Activity and Nutrition Resource Center***Carmen Bogan**

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Grant Amount:

\$150,000

Year First Funded:

FFY 2002

Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian; African American; Latino
- Language: English

Settings

Community Center; School; Farmers' Market; Faith Organization; WIC offices

Partners

4 partners from: Schools; Local Health Department; Project LEAN; YWCA, West Oakland Health Center; Youth sports organizations; Local educational organizations; Churches; WIC

Description

The primary goals of the OakPARC (Physical Activity Resource Center) project are to: (1) develop a PARC that supports local nutrition education contractors and (2) promote and increase physical activity and positive eating behaviors among low-income women and their children in targeted areas of Oakland, including West Oakland and Downtown/Chinatown Central. This area was selected due to the chronic health issues manifested in African American women (ages 20 through 50) here, the dearth of accessible physical activity programs and the area's proximity to the YWCA of Oakland, the site for a physical activity resource center. Project activities include strategies that involve those gathering places that are a major part of the lives of the people here. The goal in employing activities is that they must be physically and economically accessible to this low-income community. Women are taught to form and sustain healthy lifestyles and become involved in physical activities at sites where their children are currently active. Church groups are involved in that they are the hub of the lives of many women here. OakPARC gives group presentations that encourage women to become more active and to adapt positive eating behaviors for themselves and their families. The YWCA, located within this community brings in physical activity and nutrition specialists to present to the women and their children and continually builds and internal, free or low-cost PA and Nutrition programs. In the summer of 2003, the YWCA will launch a Youth Aquatics and Nutrition Program which will feature "Mom and me" swims and nutritional presentations for women and their children.

ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY, NUTRITION SERVICES*LIA—Local Health Department Channel***Martha Bureau, RD, MPH**

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Local Share: \$5,519,720**State Share: \$2,759,860****Year First Funded: FFY 1999****Target Audience**

- Ages: Grade 4; Adults; Seniors
- Ethnicities: Asian (15%); African American (36%); Latino (22%); Caucasian (31%)
- Language: Spanish, Cantonese, Mandarin, English

Settings

Community Center; School; Grocery Store; Faith Organization

Partners

8 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; College/University; City of Oakland; YMCA Alameda Alliance for Health

Description

Alameda County Nutrition Services is addressing the reduction of chronic disease in the county through nutrition change on several different levels of the social ecological model. One such effort of this project is to improve eating habits and support positive modeling of families of school aged children in the Oakland Unified School District (OUSD). This is being done by targeting eight elementary schools and one middle school to increase consumption of fruits and vegetables every day. Eleven objectives focus on teachers, parents, principals, and food service personnel as the focus of positive role models and instrumental agents in the environmental, institutional, interpersonal, and individual change in the school. In-classroom, after school, community activities and events, including an increase in school breakfast participation and development of health councils, are planned. In 2001-2002 this project was successful in increasing awareness of fourth graders' knowledge of the food pyramid by 89 percent in five selected schools in OUSD.

This project also seeks to facilitate positive health behavior change for children in the Oakland Parks and Recreation Department programs. Two objectives targeting nutrition education presentations at sports practices for children and education of coaches are planned. As a result of above-noted objectives in the 2001-2002 contract year, there was a 12 percent increase in consumption of fruits and vegetables among children who were targeted for the nutrition education interventions.

Nutrition Services is working toward positive dietary change for seniors as well. Two objectives targeting nutrition education at senior sites and residential housing facilities will include development of Healthy Living Councils directed at institutionalizing change at the centers.

An additional goal focuses on reducing the incidence of chronic disease for communities at highest risk in Alameda County. Two objectives targeting formative research with strategically placed community health teams throughout low income pockets of Alameda County will comprise the majority of the 2002—2003 fiscal year. Intended results are individualized development of nutrition

education programs for specific low income audiences. Systematic rollout of nutrition programs specifically designed to meet the needs of low-income neighborhoods geographically associated with the teams will occur in 2003-2004.

Finally, the goal of developing collaborative partnerships will be addressed. One objective targeting community change through supporting and sustaining efforts to promote nutrition throughout Alameda County will happen via a host of collaborative efforts and meetings.

ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY, WIC PROGRAM*LIA—Local Health Department Channel*

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3600 Telegraph	State Share:	\$228,163
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Target Audience

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults
- Ethnicities: Asian (12%); African American (32%); Latino (45%); Native American (0.2%); Caucasian (9%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Mandarin, English, Cambodian, Russian, Bosnian, Lao, Thai, Arabic

Settings

Clinic; Grocery Store; Farmers' Market; WIC offices and other community settings

Partners

10 partners from: Local Health Department; Project LEAN; University of California Cooperative Extension; Medical Providers serving Medi-Cal clientele; Other local WIC agencies: La Clinica, Native American Health Center, West and East Oakland Health Centers, Tiburcio Vasquez, City of Berkeley

Description

The *Nutrition Network*-funded activities at Alameda County WIC this year include implementing 2003 seasonal education campaigns: Reducing Consumption of High Fat Foods, Promoting Dental Health, Promote Increased Physical Activity, and Promoting Increased Consumption of Fruits and Vegetables and Use of WIC Farmers Markets. Campaign materials and education plans are being developed in conjunction with other community partners and shared with other providers who serve low income food stamp eligible households in Alameda County. They include WIC programs, pediatric providers, Head Start Programs and other venues. In addition, WIC participates in local nutrition coalitions with community partners including The Nutrition Coalition of Alameda County, Project LEAN and the Bay Region WIC Nutrition Education and Training Coalition. Peer counselors provide support to promote breastfeeding and consumption of fruits and vegetables among Alameda County WIC clients. Finally, Alameda County WIC's seasonal education campaigns promote healthy eating among women served by the breastfeeding peer counselors.

ALAMEDA COUNTY OFFICE OF EDUCATION—ROCK LA FLECHE COMMUNITY SCHOOL

LIA—County Office of Education Channel

Kelly Robinson

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Local Share: \$189,469

State Share: \$94,734

Year First Funded: FFY 1999

Target Audience

- Ages: Grades 8-12
- Ethnicities: Asian (9%); African American (65%); Latino (14%); Caucasian (9%); Other (3%)
- Language: English

Settings

School

Partners

Schools; College/University; Foster Care Services; Seneca Center

Description

This year the Rock La Fleche program continues to focus on enhancing students' understanding of the benefits of making healthy and nutritious food choices, especially increasing the daily consumption of fresh fruits and vegetables. The health and nutrition education program seeks to influence students' knowledge, attitudes and behaviors regarding the importance of taking care of themselves and their environment. These influences are asserted through regular exposure to healthy and nutritious foods, through planting and cultivating fresh produce in the school garden site and through documentation of the changes that occur on campus and in students' lives.

Weekly nutrition education classes provide opportunities for students to experience new foods and to prepare and share healthy snacks together. Students discuss and debate food related trends and current events including advertising and diet related disease. A campus production garden empowers students to plan a seasonal planting schedule and to cultivate a wide variety of fresh, organic produce for tasting, cooking classes and to stock the student-operated demonstration salad bar (which has been a very effective and popular nutrition education teaching tool). Finally, in the digital media arts program, students document health and nutrition program activities on campus and highlight intra- and interpersonal and environmental changes occurring as a result of program implementation.

Ultimately, students are preparing to research, develop and formally present (to the Alameda County School Board) their ideas about the creation of a new food policy. The suggested policy objectives will address the quality of school lunches and the long-term sustainability of the salad bar and the school garden site at Rock La Fleche as well as other nutrition and health related issues impacting all schools under the administration of the Alameda County Office of Education.

BERKELEY UNIFIED SCHOOL DISTRICT*LIA—School/District Channel***Erica Peng**

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Local Share: **\$1,921,988**

State Share: **\$960,994**

Year First Funded: **FFY 1999**

Target Audience

- Ages: PreKindergarten; Grades 1-12
- Language: Spanish, Vietnamese, Hmong, Cantonese, Korean, Khmer, Mandarin, English

Settings

School; Farmers' Market

Partners

16 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; College/University; Farmers' Market; CBOs

Description

From October 1, 2001-September 30, 2003, the state share from the *California Nutrition Network* grant is being used to develop a comprehensive district-wide traditional day and after school nutrition education and physical activity/education promotion program within the Berkeley Unified School District (BUSD). The approach includes promoting nutrition education and physical activity to students, parents and families; building district and community partnerships; marketing nutrition messages through media and school-wide events; promoting access and offering healthier foods; and providing professional development to food service staff and teachers. Approximately 4,000 BUSD students receive comprehensive nutrition education that actively involves and provides students and families with opportunities to practice healthy dietary and lifestyle choices. The eight LIA schools include the following: Emerson, John Muir, Malcolm X, Rosa Parks, Thousand Oaks, Washington elementary schools; Willard Middle School; and Berkeley Alternative High School.

Project nutrition education program activities include, but are not limited to: nutrition-based garden education familiarizing students and families with a broad variety of vegetables and healthy foods; nutrition-based cooking instruction focused on preparing and tasting fresh fruits, vegetables, whole grains and beans; and nutrition education field studies to local gardens, farms, and farmers' markets to further reinforce lifelong healthy habits.

Parents and families are exposed to, and involved with, nutrition education and physical activity/education promotion at schools with Healthy Start and/or active parent and community involvement. 5 a Day nutrition education is available at school-wide parent meetings and events at targeted elementary and middle schools. Specific venues for marketing and promotions include but are not limited to the following: nutrition-based garden work parties for the community and families; nutrition-based gardening workshops and classes to encourage home gardening and cooking with whole foods, fresh fruits and vegetables; cooking demonstrations and tastings at after school, evening events, and weekend events.

The BUSD Health and Nutrition Curriculum Committee is represented by certificated teachers, site curriculum coordinators, and garden and cooking instructors. Grade level working groups have developed baseline health and nutrition concepts, vocabulary, and skills aligned with grade-level science and health standards to provide a foundation for supporting classroom instruction. The Committee meets 5-6 times during the school year to identify resources, based on the agreed upon baseline objectives.

BERKELEY, CITY OF, DEPARTMENT OF PUBLIC HEALTH*LIA—Local Health Department Channel*

Kate Clayton	Local Share:	\$366,776
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Target Audience

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (8%); African American (38%); Latino (18%); Pacific Islander; Caucasian (29%); Multi-ethnic and other (7%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization

Partners

Schools; Parks and Recreation; College/University; University of California Cooperative Extension; Food Policy Council; Farmers Markets

Description

The 1999 Berkeley Health Status Report revealed striking disparities in the health of residents based on race/ethnicity and socioeconomic status. The "Berkeley Be Fit" project addresses this disparity utilizing all 5 spheres of the Social-Ecological Model to increase nutrition education, fruit and vegetable consumption and promote physical activity among low-income Berkeley residents with an emphasis on African-American and Latino residents of South and West Berkeley. Outreach, educational and promotional activities are conducted through an intergenerational approach at a wide range of locations throughout the city including after school city recreation programs, job training programs, recreation centers, homeless shelters, churches, preschools, the Berkeley Public Health Department Clinics (Berkeley High School Health Center and WIC programs), and non-profit agencies and programs. The project also includes special nutrition and physical activity promotion projects in collaboration with two predominately African American churches and 2 senior centers in low-income areas. Services are delivered by Registered Dietitians, community health workers, and peer residents and include table outreach, workshops, newsletters, and a web page.

Outreach providing both nutrition education, assisting in increased use of federal nutrition programs, and promoting access to local, healthy, low-cost foods and nutrition assistance programs is conducted in collaboration with other community programs at venues such as street corners, street fairs, recreation and senior centers, clinics, ethnic events (Juneteenth, etc.), parks, beauty shops, and laundromats. The project also works with Berkeley Food Policy Council members, the school district and other community partners in collaborative venues to implement activities of a culturally appropriate social marketing campaign to promote consumption of seasonal produce.

Finally, project staff is in year two of implementing the city food policy. Food Policy Council members and city staff have formed working groups to focus on: (1) increased healthy food choices at after-school programs and all city-sponsored activities; (2) increased small garden, community garden and container gardening in low-income areas; (3) increased use of federal nutrition programs; and (4) education on the true cost of foods and support for local, seasonal purchasing including cooking classes and taste tests.

BERKELEY, CITY OF, DEPARTMENT OF PUBLIC HEALTH—HEALTHY CITIES*Healthy Cities and Communities Special Project*

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Target Audience

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (8%); African American (38%); Latino (18%); Pacific Islander; Caucasian (29%); Multi-ethnic and other (7%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization

Partners

Schools; Parks and Recreation; College/University; University of California Cooperative Extension; Food Policy Council; Farmers Markets

Description

This California Healthy Cities and Communities (CHCC) project was first funded in January of 2000 and its three-year award cycle ended January 31, 2003. The City of Berkeley is also a *Network Local Incentive Awardee* and, in that capacity, continues its nutrition education outreach to low-income residents in the community. Results of the final year project activities are as follows:

Six workshops were conducted on six different topics focusing on preparing quick and healthy recipes with fruits and vegetables, with a total of 46 residents participating. Eighty percent of the participants reported knowing they should eat five servings of fruits and vegetables a day, while 66 percent reported they had met that recommendation. A follow-up post-test was conducted, but only 13 of the 41 participants could be reached. However, of the 13 respondents, all indicated increased fruit and vegetable consumption.

Thirty-two teens participated in an initial discussion on fast food, and its impact on personal, environmental and social health, including the obesity epidemic. All 32 teens were assessed on knowledge, attitudes and behaviors regarding fast food issues including nutrition, marketing, food choices, obesity contribution and racial issues. One hundred percent of the teens knew that fast food is high in fat and calories and relatively low in nutrients, 88 percent eat fast food at least once a week, and 70 percent super-size their orders. As a result of the education activities, 16 percent indicated an intent to increase consumption of fruits and vegetables to 5 or more servings a day, while 15 percent intended to increase to 4 servings per day, and 39 percent intended to increase to 3 servings per day.

During this reporting period, nine adults in the faith community participated in an initial discussion on fast food marketing, its impact on personal, environmental and social health, including the obesity epidemic and the role of black churches in combating it. Adults from three churches will

participate in at least one educational session, and a post-test will be conducted at six months following the intervention.

Three Berkeley Food Policy Council members, including one attorney, formed a working group to assess the feasibility of tax incentives to support increased availability of fresh produce in corner stores, and to require developers to contribute to urban agricultural development. A feasibility report is currently being drafted for the Food Policy Council to review.

Local staff partnered with the University of California-San Francisco (UCSF) Center for Healthy Active Aging, which has had success with using pedometers as motivational tools with senior and middle-income populations. UCSF provided technical assistance to train local staff and the walking club leaders in the use of pedometers and other motivational supports to increase physical activity. Neighborhood walking groups were then formed to increase physical activity among low-income residents of Berkeley. One walking group with five African American women began in May 2002 at the South Berkeley Senior Center. Two additional walking groups were scheduled to begin in late Fall 2002. Due to challenges in recruiting residents to participate, staff modified recruiting strategies and will focus on forming three walking groups instead of the anticipated four, though the total number of residents to be involved (20) will remain the same.

To further institutionalize the Healthy Cities concepts within the City of Berkeley, local staff met with the Office of Transportation to initiate discussions on potential collaborations between public health and transportation on improving environmental supports for healthy behaviors, such as sidewalk/street improvements, safe routes to schools, and other enhancements. Both entities have committed to additional discussions.

BERKELEY, CITY OF, DEPARTMENT OF PUBLIC HEALTH—WIC*PCFH Healthy Eating and Childhood Overweight Prevention Grant*

Kate Clayton	Grant Amount:	\$45,000
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Target Audience

- Ages: PreKindergarten; Grades 1, 2; Adults
- Ethnicities: African American; Latino
- Language: Spanish, English

Settings

Community Center; School; Childcare centers; Head Start sites

Partners

7 partners from: Lifelong Medical Center (community's main provider of primary care to uninsured and underinsured); Berkeley Medical Association and their private provider members; City of Berkeley WIC and Black Infant Health Programs; Tobacco Prevention and Control Programs; Berkeley High School Health Center; and the Chronic Disease Prevention Program Registered Dietitians

Description

The overall goal of the City of Berkeley's Partnering with Health Care Providers to Reduce Childhood Overweight is to contribute to the reduction of racial disparities in childhood obesity in Berkeley by establishing an effective, ongoing health care provider trainer and awareness program. The primary objective for this childhood overweight prevention project is a minimum of 100 health care providers serving low-income families at community clinics and the High School Health Center will receive information and training to increase their expertise on issues of childhood obesity, of whom at least 30 percent will incorporate assessment of overweight/obesity and advice on nutrition and physical activity into regular office visits.

CONTRA COSTA COUNTY HEALTH SERVICES DEPARTMENT*LIA—Local Health Department Channel*

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Target Audience

- Ages: Grades 1-5; Young Adults; Adults
- Ethnicities: Asian (10%); African American (25%); Latino (30%); Caucasian (35%)
- Language: Spanish, English

Settings

Community Center; School; Grocery Store; Farmers' Market; worksites

Partners

School Food Service; Local Health Department; University of California Cooperative Extension; Local Department of Social Services; CBOs & voluntaries; Head Start

Description

The Nutrition & Food Security Project (NFSP) uses the Spectrum of Prevention to plan its strategies and activities. The Spectrum of Prevention is a broad framework that includes seven strategies for addressing complex, significant health problems. NFSP will influence policy and legislation by seeking to expand the county food policy to include organizations that subcontract and/or partner with the county. To mobilize the community, our food security project is working with community organizations and residents to institute a farm stand program for several low income neighborhoods. They will also work with others in county government to identify a grocer for vacant retail space in North Richmond. NFSP is also working with the Coalition for Children's Physical Activity and Nutrition (CCPAN) to address competitive foods at schools in the county. They will also award mini-grants to three non-government organizations to incorporate nutrition and physical activity promotion into their services. They provide staffing to the West Contra Costa Food Security Council which addresses problems around access to healthy food and nutrition information in West Contra Costa. They are also awarding a mini-grant to the aforementioned CCPAN to further its work in childhood obesity prevention. To educate providers, they will provide training to at least two provider groups this year in addition to providing technical assistance to community organizations interested in conducting food stamp outreach. They will issue 6 or more press releases and have the PSA they produced last year aired on the local public access station. Finally, they will provide workshops and food demonstrations on at least 24 occasions as well as provide nutrition education and physical activity promotion in support of lactation for new, low-income mothers.

DALY CITY, DOELGER SENIOR CENTER, PARKS AND RECREATION DEPARTMENT*LIA—Parks and Recreation Channel***Sue Horst**

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Local Share: \$159,790

State Share: \$79,895

Year First Funded: FFY 1999

Target Audience

- Ages: Adults; Seniors
- Ethnicities: Asian (50.7%); African American (4.6%); Latino; Native American (0.4%); Pacific Islander (0.9%); Caucasian (25.9%); Any other ethnic groups in area (11.3%)
- Language: Spanish, Cantonese, Tagalog, Mandarin, English

Settings

Community Center; Grocery Store; Farmers' Market; Faith Organization; Seton Medical Center

Partners

25 partners from: Farmers' Market; Serramonte Shopping Cntr.; City of Daly City; Jefferson Union High School District Adult Div.; Daly City Chamber of Com.; Bayshore Homeowners Assoc.; Crocker Homeowners Assoc.; Brown Bag—Second Hrvst.; Supporters of Doelger Senior Center; Jackie Speier, Senator, 8th Dist.; Stonestown Family YMCA; Community Gatepath; Self Help for the Elderly; St. Andrew's Community Housing System; Daly City Retirement Inn; Daly City Peninsula Works; Pilipino Bayanihan Resource Center; California Health Initiatives, Inc.; Midway Housing; Futures/Bayshore Family Center; County of San Mateo Human Services; Community Service Center; Health Plan of San Mateo

Description

The interventions in this project promote healthy eating, physical activity and provide Food Stamp Program information to the low-income senior population of Daly City and their families. Doelger Senior Center is a Park and Recreation managed site that is specific for senior programs and activities, including a senior nutrition program and many physical education classes. Through the Center, access to additional community centers in the city has been made available to promote the *Network's 5 a Day Campaign* by providing healthy cooking classes that embraces ethnic diversity. Food stamp information and curriculum emphasizing the merits of eating a healthy, balanced diet and exercising is also discussed during preparation and food sampling. A considerable number of seniors are reached during this activity; however, through community participation at health fairs, food bank distribution sites, the local Farmers' Market and supermarket the nutritionists are able to distribute pamphlets, flyers and prominently display their health and wellness display panel emphasizing 5 a Day to additional community members.

Media access is another tool that program funding employs to reach seniors and others in the community by way of contributing material to quarterly parks and recreation and adult activity guides, newspapers, local cable television and a website. In all activities, the success of the program is due to funding, collaboration with other partners, community involvement, and sensitivity to the culturally diverse community.

EAST OAKLAND FAITH DELIVERANCE CENTER*Faith Community Outreach Special Project***Shené Bowie**

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Grant Amount:

\$45,854

Year First Funded:

FFY 2000

Target Audience

- Ages: PreKindergarten; Grades 1-8; Young Adults; Adults; Seniors
- Ethnicities: African American (85%); Latino (15%)
- Language: English

Settings

School; Farmers' Market; Faith Organization

Partners

4 partners from: Local Health Department; Local Department of Social Services; Oakland Health Centers

Description

"Healthy Lifestyles for Heavenly Bodies" is the name given to the health ministry at East Oakland Faith Deliverance Center that promotes the importance of increased consumption of fruits and vegetables and increase level of physical activity to 30 minutes per day for adults and 60 minutes for youth. This program incorporates nutrition education and physical activity promotion into the curriculum offered at the Ray E. Mack Christian Academy housed at the church. Students in grades K-8 are involved in activities that train parents, teachers and students about healthful lifestyles. The program reaches congregational members through workshops that address healthy eating, food preparation, weight management, cooking demonstrations, diabetes, breast cancer, and church sponsored physical activities including walking groups and gospel aerobics. Partnerships with Eastmont Wellness Center, First AME Church and the East Oakland Health Center further link members to their community. Additional outreach to church youth includes nutrition education classes, drill, baseball tournaments and softball teams. Activities are marketed along with nutrition education tips through newsletters, radio announcements and newspaper articles. The program has developed a farmers' market that will increase access to fruits and vegetables in the East Oakland area.

EAST SIDE SCHOOL DISTRICT—ANDREW HILL HIGH SCHOOL*LIA—School/District Channel***Marilyn Bliss**

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Local Share:**\$81,599****State Share:****\$40,800****Year First Funded:****FFY 1999**Target Audience

- Ages: Grades 9-12; Adults
- Ethnicities: Asian (23%); African American (6%); Latino (51%); Native American (0.1%); Pacific Islander (7%); Caucasian (7%); East Asian (6%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Mandarin, English, Russian

Settings

School

Partners

3 partners from: Local Health Department; Project LEAN; College/University

Description

The program will maintain an additional nutrition class, an additional PE class that contains a month of nutritional education in class, and again will pilot a training table for after-school sports teams. There are approximately 120 students in the nutrition classes, 140 students in the PE classes, and about 70 students targeted in the after-school sports teams. In addition to the student program, the coordinator will promote the Food Stamp program and good nutrition at all adult school functions, including the ESL adult classes held on campus in the evening. The Medical Magnet coordinator also works with other outside agencies to address the nutritional needs of our students.

Major activities in the classroom include teaching and promoting 5 a Day, participating in Food on the Run lessons including involvement in the Nutrition Advisory Council, and parental handouts. PE classes will promote proper diet including fruits and vegetables for various activity levels, calorie needs and education regarding exercise on a daily basis.

The training table will use the Food Processor program on the computer and will apply this knowledge to each person's diet. Student athletes will participate in food demonstrations featuring fruits and vegetables.

The coordinator will promote the program through distribution of Food Stamp materials and attendance at various committee meetings throughout Santa Clara County.

ECOLOGY CENTER: FARM FRESH CHOICE PROJECT*Food Security Special Project***Karina Serna**

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Grant Amount:

\$54,926

Year First Funded:

FFY 2000

Target Audience

- Ages: All Ages
- Ethnicities: Asian (10%); African American (40%); Latino (40%); Native American; Caucasian (10%)
- Language: Spanish, English

Settings

Community Center; School; Farmers' Market; Recreation center, afterschool program

Partners

6 partners from: Schools; Local Health Department; Parks and Recreation; Community/Youth Organizations

Description

This third year food security project continues to provide and increases access to low-cost, culturally-appropriate fresh fruits and vegetables among low-income African American and Latino residents of South and West Berkeley at three strategic, well-located neighborhood locations for approximately 150 individuals and families on a weekly basis provided by at least three limited resource, local farmers of color.

The project utilizes the marketing mechanism known as Community Supported Agriculture (CSA) which is increasing in popularity among higher income individuals and families where buyers agree to order certain amounts of produce from participating farmers as members of the CSA and, in turn, receive certain fruits and vegetables at agreed upon prices at agreed upon pick-up locations. The Ecology Center project includes the basic features of a CSA but membership fees and prices are designed to be lower for low-income buyers but contributing to the viability of marginal farmers' incomes.

The project continues to engage in an active outreach campaign through the use of part-time community food security organizers and the objective is to enroll and maintain a membership of at least 150 community members in the Farm Fresh Choice project. One of the project's additional objectives is the sustainability of the project and for it to be self-supporting.

Finally, the project through the leadership of the Berkeley Farmers' Market Manager will assist farmers' markets in Alameda County that accept Food Stamps, and in other targeted counties, to successfully transition from Food Stamp coupons to Electronic Benefit Transfer (EBT) in 2002-2003 based on what was learned in the pilot county.

HAYWARD UNIFIED SCHOOL DISTRICT*LIA—School/District Channel***Chris Boynton**

PO Box 5000

Hayward, CA 94540-0001

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Local Share:**\$723,006****State Share:****\$361,503****Year First Funded:****FFY 2002**Target Audience

- Ages: PreKindergarten; Grades 1-6
- Ethnicities: Asian (5.4%); African American (12.2%); Latino (67%); Native American (2%); Pacific Islander (3.8%); Caucasian (7.6%); Filipino (3.8%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Mandarin, English, Farsi, Tongan

Settings

School

Partners

6 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services

Description

Ms. D, one of the vice principals, caught a kid sneaking what she thought was candy in the lunch line. The student, holding up a radish, laughed, "No it's not, it's our science experiment, it's a radish and it's great!"

This is the first year of implementation for Hayward Unified. The Hayward Nutritional Learning Community Project is composed of Burbank, Muir, Park and Tyrell Elementary schools in Hayward. The goal of the project seeks to develop a learning community around nutrition to encourage all members of the community to eat 5 fruits and vegetables a day and stay actively fit. One hundred percent of the Burbank teachers, approximately 60 percent of teachers at Muir and Tyrell, and 80 percent of Park Elementary School teachers are participating in the project. Approximately 2,000 students are receiving weekly nutritional education through inquiry science curriculum; the K-3 students are using Botany On Your Plate and the 4-6 grade students are using LIFE, Linking Food with the Environment.

The curriculum uses fresh produce to examine plant parts and give students an opportunity to taste many healthy new foods promoting the consumption of 5 fruits and vegetables a day. The two year LIFE curriculum explores healthy choices for students through weekly science inquiry. Both curriculums are also integrated into language arts academic standards and are excellent for English Language Learners and Bilingual students. Teachers have attended full day professional development at the UC Botanical Gardens and are supported with a full time resource specialist and mentor teacher during the week. Materials are delivered to the site so that teachers can implement the curriculum. Families are included in a variety of ways through assessing, attending informational meetings and volunteering in the classrooms.

MARIN COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES*LIA—Local Health Department Channel*

Linda Armstrong	Local Share:	\$227,932
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Suite B	Year First Funded:	FFY 1999
San Rafael, CA 94903		
Phone: (415) 499-7059		
Fax: (415) 499-6266		
Email: larmsstrong@co.marin.ca.us		

Target Audience

- Ages: All Ages
- Ethnicities: Asian (2%); African American (5%); Latino (40%); Pacific Islander (1%); Caucasian (52%)
- Language: Spanish, Vietnamese, English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Agencies; Senior Centers; Food Banks

Partners

10 partners from: Schools; School Food Service; Local Health Department; Project LEAN; University of California Cooperative Extension; Local Department of Social Services; School Nurses Org., American Academy of Pediatrics, local chapter; American Cancer Society, local chapter; EECOM, Food Systems Project, Center for Ecoliteracy

Description

The Marin County Department of Health and Human Services is engaged in developing and implementing a social marketing campaign, "Feel the Difference! Eat Healthy! Be Active!" This campaign is designed to promote the consumption of at least 5 servings of fruits and vegetables a day along with regular physical activity. Marin County is also promoting the 5 a Day and physical activity messages through Planet Health, a fun, interactive nutrition education exhibit targeted to school aged children and their families. Marin County developed and teaches the Seven Healthy Habits for Living targeting low-income households. In Marin County schools, the Health and Human Services Department is working with School Nurses Organization on a nutrition assessment of fifth graders. Working with a subcontractor, San Geronimo Healthy Community Collaborative, on school food policy, food bank nutrition education, and increasing awareness of the free and reduced school meals program, Marin County continues to place an emphasis on environmental change and food security. Marin County is also addressing the nutrition education needs of seniors through collaboration with Public Health Nursing, Health and Disease Prevention Program for Seniors. Working with the Women, Infants and Children Program on nutrition education activities Marin County has participated in Farmers Markets, the Coalition for Children & Weight, and the Disordered Eating Task Force. Collaboration has occurred also with U.C. Cooperative Extension and the Food Stamp Program in nutrition education outreach to food stamp eligible families. In a new approach to nutrition education for low-income families, Marin County provided a dedicated Nutrition Help line to help direct residents to reliable nutrition resources and provide nutrition education information.

MOUNT DIABLO UNIFIED SCHOOL DISTRICT—AFTER SCHOOL PROGRAM*LIA—School/District Channel*

Stephanie Roberts	Local Share:	\$355,097
1266 San Carlos Ave Suite A6	State Share:	\$177,548
Concord, CA 94518-1102	Year First Funded:	FFY 2001
Phone: (925) 691-0351		
Fax: (925) 691-1447		
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Target Audience

- Ages: PreKindergarten; Grades 1-8
- Ethnicities: Asian (9%); African American (17%); Latino (47%); Native American (0.14%); Pacific Islander; Caucasian (22%); Other (5%)
- Language: Spanish, Vietnamese, Hmong, Tagalog, English

Settings

Community Center; School

Partners

33 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services

Description

Mt. Diablo Unified School District enhances the existing nutrition education conducted in the classroom by adding an additional day (1.25 hours) of nutrition instruction. The focus of these additional lessons is to increase fruit and vegetable consumption among the District's students. Students at several elementary and middle schools also participate in a garden-based nutrition education program emphasizing the links between gardening and eating five servings of fruits and vegetables a day.

Students also learn to select, prepare, and cook nutrition foods focusing on fruits and vegetables. Elementary and middle school students at six sites receive this hands-on instruction to increase basic nutrition knowledge and improve students self-efficacy regarding eating five servings of fruits and vegetables a day.

The After School Program newsletter promotes the 5 a Day message and regular physical activity. The newsletters are distributed to students and their parents. The Food Stamp program is also promoted using the newsletter. A healthy snack or entrée recipe using fruits and vegetables is also included in the newsletter.

Mt. Diablo Unified School District also conducts staff trainings on a variety of nutrition education curricula and materials. These include Eating Right is Basic; *5 a Day—Power Play!*; Nutrition to Grow On; Authentic Integration of Math and Science; TWIG; and Eat Fit. Approximately 60 staff receive training.

OAKLAND UNIFIED SCHOOL DISTRICT*LIA—School/District Channel*

Jena Fiel	Local Share:	\$648,604
Project Coordinator	State Share:	\$324,302
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Oakland, CA 94603		
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Fax: (510) 879-2821		
Email: jenarebecca@aol.com		

Target Audience

- Ages: PreKindergarten; Grades 1-3
- Language: Spanish, Vietnamese, Cantonese, English

Settings

School

Partners

10 partners from: Schools; School Food Service; Local Health Department; University of California Cooperative Extension; Other CBO's

Description

The goal of the Seed to Table Project is to increase awareness and knowledge about the importance of 5 servings of fruits and vegetables and daily physical activity among at least 500-767 lower income children and their parents/caregivers participating in six of the Early Childhood Education Centers of the Oakland Unified School District.

The Early Childhood Education Centers achieve this goal by training parents/caregivers on nutrition education methods and tools to implement at home (e.g., working with a limited food budget, preparing 10-20 minute healthy recipes, and utilizing local food assistance programs); providing nutrition education activities for the Early Childhood children at their garden laboratories; and partnering with other local key projects, leaders, and businesses to help build upon the SEED TO TABLE project.

Successes to date include the development of the Seed to Table Team, which includes 6 Early Childhood Education Site Directors, Oakland Unified Food Service Department, and local CBO's, 6 gardens developed and maintained by Early Childhood children, teachers, parents, and community, working monthly with OUSD Food Services to plan food menu's for food served to ECE children (e.g., alleviating high sugar cereals and incorporating more fruits and vegetables into meals served at school), and collaborating with OUSD Nutrition Advisory Board to implement a new nutrition policy (ban of sodas in schools).

SAN MATEO COUNTY HEALTH SERVICES AGENCY*LIA—Local Health Department Channel*

Lydia Guzman	Local Share:	\$217,130
32 W 25th Avenue Suite 203A	State Share:	\$108,565
San Mateo, CA 94403	Year First Funded:	FFY 1998
Phone: (650) 573-2025		
Fax: (650) 577-9223		
Email: lguzman@co.sanmateo.ca.us		

Target Audience

- Ages: Grades 9-12; Young Adults; Adults
- Ethnicities: African American; Latino; Caucasian
- Language: Spanish, English, Farsi

Settings

Clinic; Health Fairs

Partners

Project LEAN

Description

For the FY 2002- 2003, this agency will continue to encourage the increase consumption of fresh fruits and vegetables by providing not only information, but also the opportunity to taste simple recipes at the Farmers' Markets, elementary schools, outdoor nutrition education program and cultural events. They will be developing multimedia PowerPoint nutrition education presentations in both English and Spanish.

They continue efforts to increase the awareness of the relationship between nutrition, physical activity and the obesity epidemic and chronic diseases. They will be coordinating a conference on obesity with a special focus on promoting physical activity and nutrition in low-income communities. They will be promoting physical activity in all community nutrition presentations and will be introducing low-income communities to local hiking trails and parks, encouraging them to hike, walk and dance with the hope that these physical activities will become an integral part of a healthy lifestyle. The "Teen Health Spa Program" will be available as an after-school program as will an eight-hour workshop on Saturdays. This project will continue to produce the "Teen Health Spa" newsletter that focuses on nutrition and physical activity for young teenagers. They will also be giving presentations to preschool parents and to English as a second language students.

Finally, they will be producing a monthly nutrition bulletin in Spanish that will be mailed and distributed in our low-income Latino communities. The bulletin will focus on chronic disease prevention through physical activity and nutrition.

SANTA CLARA COUNTY PUBLIC HEALTH DEPARTMENT*California Project LEAN Regional Lead Agency*

Mary Foley, MS, RD	Local Share:	\$336,708
Public Health Nutritionist	State Share:	\$168,354
Nutrition & Wellness Unit	Grant Amount:	\$129,500
Santa Clara County Public Health Dept	Year First Funded:	FFY 1997
976 Lenzen Avenue		
San Jose, CA 95126-2737		
Phone: (408) 792-5245		
Fax: (408) 947-8745		
Email: mary.foley@hhs.co.santa-clara.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 5-12; Young Adults; Adults
- Ethnicities: Asian (15%); African American (10%); Latino (50%); Native American; Pacific Islander; Caucasian (25%)
- Language: Spanish, Vietnamese, English

Settings

Community Center; Clinic; School; Grocery Store; Faith Organization

Partners

50 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; ACS; AHA; WIC; San Jose Job Corps

Description

The Bay Area LEAN lead agency coordinates BANC (Bay Area Nutrition Coalition) for Health to address community issues related to nutrition and/or physical activity. BANC meets every other month and produces quarterly newsletters for partners. The regional coordinator surveyed all *Network*-funded Local Incentive Awardees and Special Projects in the region and provided training and technical assistance to regional projects.

Regional staff provides expertise for media inquiries and activities occurring in the region and will coordinate activities for State-sponsored media campaigns, such as National 5 A Day Week.

The region's "Bite Me" (Eat more fruit. Everyday.) Community-Based Social Marketing (CBSM) Project with San Jose Job Corps students will continue with an updated behavioral outcome goal of increased vegetable intake. Evaluation results from the 2001-02 campaign indicated an increase of 1.07 servings of fruits and vegetables (combined).

Additional USDA funds enhance the regional work by funding additional support staff to produce and distribute the BANC newsletter and other communications for the regional coalition. The region will frequently provide staff resources for education and participation in health-related events in the Vietnamese, African-American and Latino communities. Regional staff will design, pre-test, provide and evaluate new nutrition education classes promoting fruit and vegetable consumption and physical activity to Job Corps students, Casa en Casa (Promotores), faith-based organizations, schools, WIC participants, and participate in at least seven community events.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, ALAMEDA COUNTY*5 a Day–Power Play! Campaign*

Dion Ward	Grant Amount:	\$100,000
UC Cooperative Extension, Alameda 1131 Harbor Bay Parkway Suite 131 Alameda, CA 94502	Year First Funded:	FFY 2001
Phone: (510) 567-6812		
Fax: (510) 567-6813		
Email: diward@ucdavis.edu		

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The University of California Cooperative Extension, Alameda County acts as the San Francisco Bay Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 79,000 impressions with the region's 39,500 low-income 9- to 11-year-old children. The San Francisco Bay Region includes Alameda, Contra Costa, Marin, San Mateo, Santa Clara, and San Francisco counties.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, ALAMEDA COUNTY—CHILD AND YOUTH NUTRITION PROGRAM

LIA—University of California Cooperative Extension Channel

Lucrecia Farfan-Ramirez	Local Share:	\$104,402
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Alameda, CA 94502	Year First Funded:	FFY 1998
Phone: (510) 639-1270		
Fax: (510) 567-6813		
Email: cdalameda@ucdavis.edu		

Target Audience

- Ages: PreKindergarten; Adults
- Ethnicities: Asian (23%); African American (49%); Latino (16%); Native American (10%); Other (3%)
- Language: Spanish, Vietnamese, Tagalog, English

Settings

School; Farmers' Market

Partners

7 partners from: Schools; Local Health Department; Project LEAN; College/University; Local Department of Social Services; Children and Families Commission (Proposition 10); County Office of Education

Description

The Nutrition Training Academy (NETA), a teacher-center nutrition education program for early childhood providers, completed its third year of operation in the Oakland Unified School District, New Haven Unified, and Hayward Unified Family Day Care Centers. Using a research-based training model, 300 teachers, 42 limited-English parents, and 6 Family Day Care Providers have participated in the program. NETA was featured at the Children, Youth & Families (CYFAR) conference in New Orleans, American Public Health Association in Philadelphia, and the Health and Ethnic Disparities Summit in Washington D.C. Process and outcome evaluation tools were used throughout the project. During the current project year, NETA will continue to build the early childhood provider's nutrition knowledge and skills about the importance of eating five fruits and vegetables a day for healthy life; expose them to garden-based nutrition education activities that support children involvement in experiential learning, and increase capacity to incorporate physical activities in the school by creating a supportive environment conducive to a daily 30 minutes developmental-appropriate physical activity routine and role modeling. The following project activities are in progress:

1. Prepare 12 issues "Tips for Professional"—A monthly professional, classroom-based, newsletter to implement lessons;
2. Publish 4 quarterly newsletter for Early Childhood Providers- Providing the latest research information, community updates, recipe information;
3. Conduct a series of physical education trainings and workshops using SPARKs training model;

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4. Collaborate with Seed to the Table Project at Oakland Unified School District to support the garden-nutrition linkage in the classrooms, and parent education;
 5. Provide on-going training and technical consultation to organizations serving children participating in the free and reduced- priced school meal program;
 6. Finalize *Nutrition Matters!*—early childhood classroom curriculum integrating nutrition, gardening, and physical activity;
 7. Promote participation in the Food Stamp and other Federal Nutrition Programs; and
 8. Continue working with California Project LEAN members and other partners influencing food policies changes in the school districts.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, ALAMEDA COUNTY, FAMILY AND CONSUMER SERVICES

LIA—University of California Cooperative Extension Channel

Mary L. Blackburn	Local Share:	\$117,308
1131 Harbor Bay Parkway Suite 131	State Share:	\$58,654
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Phone: (510) 639-1274		
Fax: (510) 567-6813		
Email: mlblackburn@ucdavis.edu		

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (16%); African American (47%); Latino (18%); Native American (1%); Pacific Islander (2%); Caucasian (11%); Other (5%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Community Center; Grocery Store; Farmers' Market; Faith Organization; Low Income Housing Projects

Partners

12 partners from: Local Health Department; College/University; University of California Cooperative Extension; Local Department of Social Services; Food Bank; Housing Authorities

Description

This second year project is closely tied to the introduction of Electronic Benefit Transfer (EBT) as a replacement for Food Stamp coupons in every county in California from 2002 to 2004. Alameda County, along with Yolo County, were the EBT pilot counties starting on August 1, 2002. The *California Nutrition Network (Network)* has been particularly concerned about how farmers' markets are often negatively affected by the introduction of EBT in the farmers' market environment.

A special multi-partner project in Alameda County last year directed by U.C. Cooperative Extension, Alameda County (UCCEAC), prepared Food Stamp recipients and eligible households for the introduction of EBT cards in Alameda County; to provide nutrition education to those individuals and families and stress the importance of eating fresh fruits and vegetables; and to promote and publicize the impending transition to EBT in the place of Food Stamps at nine farmers' markets in Alameda County that heretofore have redeemed Food Stamp coupons.

This special project also involved the collection of baseline data from between 200-250 low-income families in Alameda County in 2000-2001, many of which resided in Oakland Public Housing Authority complexes. A companion Local Incentive Award project also collected Family Assessment data together with nutrition education services to determine the degree to which families changed their eating habits, the consumption of fruits and vegetables, and their knowledge and use of farmers' markets in the county, and their familiarity with Food stamps and EBT.

This year's project is primarily involved with collecting post-project intervention data from the original families involved with the baseline project via four well-tested UCCE instruments.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, SAN MATEO COUNTY*Faith Community Outreach Special Project***Gloria R. Brown**

County Director, UCCE San Mateo-San Francisco
 625 Miramontes Street Suite 200
 Half Moon Bay, CA 94019

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Email: grbrown@ucdavis.edu

Grant Amount:

\$48,813

Year First Funded:

FFY 2000

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: African American (90%); Latino (5%); Pacific Islander (3%); Caucasian (2%)
- Language: Spanish, English

Settings

Community Center; Faith Organization

Partners

5 partners from: Local Health Department; College/University; University of California Cooperative Extension; Local Department of Social Services; Inter-Faith Ministries

Description

The University of California Cooperative Extension (UCCE) is continuing to use and expand the reach of their Learn-by-Mail, HOMERUN nutrition education program at six African-American San Mateo and San Francisco county churches. The program includes mailed nutrition lessons on: cancer, heart disease, high blood pressure, food safety, diabetes, food celebrations and access to nutrition assistance programs. In almost two years of operation the project reached over 690 low-income African-American residents with culturally appropriate nutrition and physical activity messages and strategies. UCCE contributes a generous amount of In-kind dollars and services, which provides professional leadership and expertise. UCCE is partnering with the African-American Community Health Advisory Committee of Mills-Peninsula Health Services, the American Heart Association, and the University of California at San Francisco, as well as the California Wellness Foundation, San Mateo County and the American Cancer Society. Each church has a HOMERUN liaison trained by UCCE to facilitate nutrition education program signups, health screenings, pre/post participant evaluation tools, follow-up telephone interviews, face-to-face participant workshops, promote physical activity and strategies for serving nutritious foods at church functions. Liaisons also promote the HOMERUN program through church print materials such as posters, flyers, newsletters, and encourage pastor support. HOMERUN participants are invited to physical activity classes held in East Palo Alto and sponsored by outside funding. A spring Walk-A-Thon, "Soul & Stroll for Health 2003," is planned to celebrate and promote physical activity and healthful eating in the community. Church liaisons are also trained to improve the nutrition quality of food served at the many church functions, such as coffee hours, celebrations, etc. This project is also participating in the statewide Cancer Prevention and Nutrition Section of the California Department of Health in the evaluation of the faith outreach channel.

URBAN INDIAN HEALTH BOARD, INC. (UIHBI)*LIA—Indian Tribal Organization Channel*

Chris Weahunt	Local Share:	\$194,986
NAP Director	State Share:	\$97,493
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Oakland, CA 94601		
Phone: (510) 535-4460 x135		
Fax: (510) 261-0646		
Email: chrisw@nativehealth.org		

Target Audience

- Ages: Grades 2-9; Young Adults; Adults
- Ethnicities: Asian (1%); African American (10%); Native American (50%); Pacific Islander (10%); Caucasian (10%)
- Language: English

Settings

Community Center; Clinic; School; Farmers' Market

Description

The goal of the *California Nutrition Network*-funded program of the Urban Indian Health Board, Inc., is to improve the nutrition and physical fitness status of patients of the Native American Health Center and of individuals living in the Fruitvale, Oakland neighborhood.

One of the most significant strategies used to implement the program has been determining the most convenient location to reach the target audience. Healthy Nations Wellness Center is a project of the Nutrition and Fitness Department of Native American Health Center. The Wellness Center has exercise equipment, an aerobics room and serves as a community-gathering place. Bulletin boards promoting a fruit or vegetable of the month, nutrition tips and other nutrition information are displayed and distributed at the wellness center. Exercise instructors quiz the participants about the fruit or vegetable of the month before every class. Also, when a person joins the wellness center they fill out a survey about their fruit and vegetable consumption. Nutrition classes and fruit and vegetable tastings are also conducted at the wellness center. Other important venues in the Fruitvale area where nutrition classes and education occur include the American Indian Public Charter, Hintil Kuu Kaa Child Development Center as well as the Friendship House of American Indians. The *Network* project also provides monthly nutrition and fitness classes for the 200 person staff of the Native American Health Center. Project staff are also in the process of designing a 22-page photo essay healthy living booklet for teens ages 11-16. The booklet is currently in the pilot stages of development and upon completion it will be distributed to American Indian teens in the state of California.

WEST CONTRA COSTA FRESH FOOD ACCESS PROJECT

Food Security Special Project

Melody Steeples	Grant Amount:	\$44,606
597 Center Avenue, Suite 115	Year First Funded:	FFY 2002
Martinez, CA 94553		
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Fax: (925) 313-6840		
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Target Audience

- Ages: Grades 8-12; Young Adults; Adults; Seniors
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian; Other
- Language: Spanish, English

Settings

School; Community

Partners

10 partners from: Schools; CBOs, Faith groups; Coalition—West Contra Costa Food Security Council (approx. 10 orgs); Probation Department

Description

The goal of this third year food security project is to improve access to and knowledge about affordable, safe, nutritious, and culturally-appropriate food for low-income families of West Contra Costa County through nutrition education and advocacy activities.

Specifically, approximately 32 multi-ethnic young men placed at the Byron Boys Ranch who are participating in the homeroom nutrition program, will obtain increased nutrition knowledge and intentions to eat at least five servings of fruit and vegetables each day through participation in the nutrition education and school's gardening project. Students will also work in the garden applying what they learned in class under the supervision of the project's garden manager. In the future, the produce resulting from gardening activities at the Byron Boys Ranch may become more a part of the need for an increased supply of healthy food for residents in West Contra Costa County.

The project will also continue to work with members of the West Contra Costa County Food Security Council, the Healthy Neighborhoods Project, the Richmond Improvement Agency, North Richmond Commercial Development, Inc., and others to identify and recruit potential food and produce vendors to fill available retail spaces in North Richmond. A survey will be developed by project staff designed to obtain input from residents regarding their food access needs and preferences, and a marketing plan will be developed.

Simultaneously, the project will work with the Community Alliance of Family Farmers (CAFF) to identify potential farms/farmers to provide produce, negotiate produce prices, and develop a plan for establishing farm stands in two pilot neighborhoods in North Richmond. The project will then pilot the new food venues and assess produce buying activities and consumption patterns.

WEST CONTRA COSTA UNIFIED SCHOOL DISTRICT—NUTRITION SERVICES*LIA—School/District Channel*

Stephanie Regal	Local Share:	\$148,770
Coordinator of Food Services Operations	State Share:	\$74,385
750 Bissell Avenue	Year First Funded:	FFY 2000
Richmond, CA 94801		
Phone: (510) 234-7897		
Fax: (510) 233-1805		
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Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (7.8%); African American (37.5%); Latino (45.3%); Native American (0.1%); Pacific Islander (0.7%); Caucasian (4.8%); Filipino, Multiple (3.5%)
- Language: Spanish, Hmong, Tagalog, English

Settings

School; School Food Production Plant—Nutrition Center

Partners

5 partners from: Schools; Local Health Department; University of California Cooperative Extension; American Cancer Society; Community Wellness and Prevention Program; West Contra Costa Food Security Council

Description

The Food Services Department of the West Contra Costa Unified School District will be covering 21 Elementary Schools and 5 Secondary Schools through the Local Incentive Award Program grant, totaling 17,394 students. The goal of this school year is to provide information on the health benefits of good nutrition and physical activity to students and families in these low-income households, focusing on promoting 5 servings of fruits and vegetables a day.

There are a number of methods the WCCUSD Food Services Department plans to bring nutrition education into the schools. One of these ways is by inviting classes to tour the Nutrition Center. Through student tours, healthy eating lessons will be learned through taste testing, cooking demonstrations and fun nutrition activities. Classes unable to take tours to the Nutrition Center will be offered a nutrition workshop. The workshop will allow teachers to promote healthy eating in their classrooms. All classroom teachers who attended either a Nutrition Center/Dairy Farm Tour or Nutrition Workshop will receive nutrition classroom curriculum.

Creation of "The Monthly Produce" newsletter is another means of reaching these families. Each month, a new produce will be featured that provides information on its history, recipes and nutrition. Elementary Menu planning with students will be offered to classrooms helping students learn the importance of choosing healthy school meals and how to break down their components using the Food Guide Pyramid.

WEST CONTRA COSTA UNIFIED SCHOOL DISTRICT—SCHOOL LINKED SERVICES*LIA—School/District Channel*

Tanya Avila	Local Share:	\$360,161
School Linked Services Coordinator	State Share:	\$180,081
2625 Barnard Road	Year First Funded:	FFY 2002
Richmond, CA 94806		
Phone: (510) 222-2185		
Fax: (510) 222-8817		
Email: tavila@wccusd.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

School; Grocery Store

Partners

6 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Non-profit and foundation

Description

The West Contra Costa Unified School District School Linked Services Department will implement three goals during the 2002-2003 school year. First, they will use multiple strategies to ensure increased knowledge and awareness of health and nutrition education for students and parents. Sites will use all or one of the following curricula. Reading Up the Food Pyramid, *5 a Day*, and Eat Fit. In addition, some sites will include gardening, art, and geography in their projects as well.

Second, they will increase the availability and consumption of fruits and vegetables by implementing such activities as promoting the salad bar, teaching cooking classes, publishing nutrition newsletters and cookbooks, and coordinating trainings for teachers and other staff.

Third, they will promote the nutrition programs and gain community partners with such activities as a 5 a Day Campaign and the development of a Parent Nutrition Action Team.